

MicroCraft

Holistic Marketing for Micro-
enterprises in the Handicraft Sector



DEPLOYMENT PLAN

This project has been funded with support from the European Commission.
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Project title

Holistic Marketing for Micro-enterprises in the Handicraft Sector

Project acronym

MicroCraft

Duration

18 months

Programme

Lifelong Learning Programme

Sub-programme

Leonardo da Vinci

Action

Leonardo da Vinci Transfer of Innovation

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1 SUMMARY OF THE PROJECT

Background.

In the European Union, small and medium sized enterprises (SME) employ more than two thirds of the work force, and contribute more than 60 to the gross national product. Within this group, the largest proportion are the so-called micro-enterprises that employ less than 10 persons. In arts and handicrafts, micro-enterprises count for more than 90 percent of all enterprises and constitute an important segment of the identity and visibility of the country's economic identity.

However, many micro-enterprises are facing problems how to present and penetrate the market or how to promote the products. Especially in the handicraft sector, owners of micro-enterprises often did not have opportunities to acquire knowledge in the fields of marketing, which would enable them to do better business.

Our mission is to empower micro-enterprises in the handicraft sector to remain and strengthen their function as a lever for social and territorial cohesion, with positive spillover effects on the rest of the economy and on society as a whole. Sector Arts and Crafts is facing a lack of marketing knowledge. Our task is to upgrade their expertise knowledge of sales and marketing. With this we support the implementation of the Programme for new skills and jobs.

Objectives of the project.

The aim of the project is to enable the selected target group to obtain skills and knowledge in the field of marketing and empower micro-enterprises in the handicraft sector to remain and strengthen their function as a lever for social and territorial cohesion, with positive spillover effects on the rest of the economy and on society as a whole, and to maintain and promote the economic development of these enterprises through better marketing.

Project outcomes.

The main product of the project is a web based self-learning programme for handicraft producers in the holistic sense of the word. It covers the following areas:

Part 0:
Introduction /
Instructions

Part 1: Marketing and Analysis

Module I: Product
Module II: Market
Module III: Price
Module IV: Communication
Module V: Distribution and Sales
Module VI: Trends
Module VII: Competition
Module VIII: SWOT Analysis
Module IX: Setting Goals
Module X: Positioning

Part 2: Positioning

High-End
Tradition
Cooperation
Arts and Crafts
Services

Part 3 are Good Practice Examples.

Target group.

The target group that transfer of the self learning materials from the project „Holistic Marketing for Women Farmers“ will be made is the sector of handicrafts, namely the producers of domestic arts and crafts.

Long term impacts.

The transfer of the self learning materials from the project „Holistic Marketing for Women Farmers“ was made to the sector of arts and crafts will allow the selected target group to obtain skills and knowledge in the field of marketing.

2 PARTNERSHIP

The project partnership comprises of six from three different European countries:

Applicant coordinator - P0

Javni zavod Koroško višje in visokošolsko središče (acronym: KoViViS)

Legal representative: Dr. Silva Roncelli - Vaupot

Contact person: Mihela Kanop

Core partner - P1

Obrtno – podjetniška zbornica Slovenije (acronym: OZS)

Legal representative: Dušan Krajnik

Contact person: Goran Lesničar - Pučko

Core partner - P2

E-C-C Verein für interdisziplinäre Beratung und Bildung (acronym: ECC)

Legal representative: Mag. Doris Noebauer

Contact person: Dr. Wolfgang Eisenreich

Core partner - P3

Fachhochschule Wiener Neustadt für Wirtschaft und Technik Ges.m.b.H. Campus Wieselburg (acronym: FHWN)

Legal representative and contact person: Dr. Astin Malschinger

Core partner - P4

KTP - Společnost pro kvalifikaci na trhu práce (acronym: KTP)

Legal representative and contact person: Mgr. Beáta Holá

Core partner - P5

Region Panda (acronym: Panda)

Legal representative: Jiří Daniel

Contact person: Monika Urrea

The partnership comprises of three development partners from the development team of the previous project from Slovenia, Austria and the Czech Republic, and in order to guarantee the sustainability of this project, one additional expert partner in

each of these countries, among them the Chamber of Craft of Slovenia and of the Czech Republic.

3 INTRODUCTION

In order to secure that the project activities do not stop at the end of the funding period, another project deliverable is this Deployment Plan.

This document contains an action plan for the localisation and organisation of putting the project results into practice in the deployment phase after the Leonardo da Vinci funding. It provides a basis for assessing the potentials of introducing the self-learning programme to the target groups. All partners have contributed to this workpackage.

In this project, the deployment planning has been included in the development process from beginning to end, and was not be thought of as something that occurs once the project is completed. Thus, many dissemination activities have been organized throughout the life-time of the project.

In spite of the fact that the project ends in March 2014, numerous dissemination activities will be carried out in the future months and years. As we will demonstrate below, in all partners countries implementation strategies have been elaborated.

Although they differ slightly according to the specific focus and environment of each partner country, in general, the activities awaiting the partners in the future will comprise one or several measures, depending on the context and position of each partner:

1. Information on the website of the partners
2. Articles on the internet news or magazines
3. Written and oral communication and promotion within the partner networks
4. Distribution of flyers in libraries, entrepreneurship centres, other centres of crafts, vocational schools, secondary schools, other potential spots for craftsmen
5. Preparation of postcards and posters
6. Self-learning programme promoted by strategic partners and other institution
7. Elements included in the trainings and re-training programmes

4 Part A - SLOVENIA

General situation in Slovenia

Nowadays domestic arts and crafts, or handicrafts, represent an important segment of identity and distinctiveness of individual countries and nations all over Europe and elsewhere. In this field, it is not only about keeping an activity or a craft alive. The better developed economies tend to devote adequate stimulation to domestic arts and crafts, with which they ensure that this segment of national creativity has properly developed into a profitable economic branch. Although Slovenia is on the bottom end of European scales in almost all areas of fostering domestic arts and crafts, it did achieve a few important things the other world can envy. This applies, for example, to a well organized system of peer evaluation (evaluation of handicraft products), which also brings the producers certain advantages when registering their activities and labelling their quality products with a label.

In Slovenia, evaluation of domestic arts and crafts products began in 1977 at the first Slovenian handicraft exhibition in Slovenj Gradec. Since then and by the end of 2012 the committee considered applications from 7620 individual craftsmen and graded more than 55.000 individual products. A favourable opinion, namely the certificate, was given to 3411 craftsmen, who work in one of 45 activities belonging to the domestic arts and crafts sector.

Given the high number of craftsmen who were awarded a certificate for their products, the number of registered craftsmen, that is, those who are professionally engaged in this activity, is quite low: the Chamber of Craft and Small Businesses of Slovenia keeps a crafts register "Obrtni register" that includes data from 62 regional chambers of craft and small business, which geographically correspond with the areas of municipalities. According to the data from the craft register, in 2002 there were still 577 registered craftsmen with the handicraft business and in 2012 there were only 338. If we compare this with the number of all craft businesses in Slovenia, we find that handicrafts take up only 1%. Moreover, most of the registered craftsmen from the handicrafts do not have employees, 14 of them have 1 to 3 employees, 6 of them employ 4 to 5 people, one has 6 to 10 employees and one has 10 to 25 employees. Thus it can be seen that in handicrafts it is mostly about self-employment, as there are (besides the self-employer) only 69 employees working in the domestic arts and crafts sector, namely in 13 companies. Low numbers of registered craftsmen in the handicraft sector, thus those who professionally work in the domestic arts and crafts sector and possess certain handicraft skills and knowledge, also indicates that their status is still not adequately regulated.

Care for the development of the domestic arts and crafts in Slovenia is left in hands of the Chamber of Craft and Small Business, which in its long-term goals committed to continue to develop and protect the craft professions, which are a part of cultural heritage and an important part of comprehensive tourist offer and promotion of Slovenia. At the OZS they are aware that it is necessary to point out that the domestic arts and crafts sector, as an environmentally clean activity and an

important component of national promotion, is an integral part of social policy. In their efforts they are trying to strengthen the cooperation with the institutions which include the domestic arts and crafts into their programmes. Of course the set tasks cannot be carried out without the craftsmen from the handicrafts sector. The number of those who have a registered handicraft activity as their core business and are also the carriers of the knowledge for the professions falling into the area of domestic arts and crafts, is constantly falling. At the moment there are only 338 craftsmen with a registered domestic arts and crafts activity. Among these, 207 craftsmen are working in the area of domestic crafts and the others are working in the field of art crafts.

We must be aware, that this is only one fifth of the producers, whose products have received a favourable opinion of the commission. Even compared to other craft activities of the OZS, the decrease of the registered craftsmen from the handicrafts is the most drastic, as only 0,6% of the chamber members are working in the field of handicrafts. Due to the state's lack of understanding, or unstimulating policy towards domestic arts and crafts, the handicraft producers sell their products illegally or are abandoning their activity. Less and less they decide for self-employment, despite the fact that opening this kind of business according to the crafts act (Obrtni zakon), apart from possessing certain handicraft skills, does not have other requirements (for example: setting up a workshop, education, bookkeeping ...).

The reason for the decrease in the number of the domestic arts and crafts producers is undoubtedly also in the lack of knowledge in the field of successful sale and marketing. Because for the most of professions in the domestic arts and crafts field there are no appropriate schools, mostly only individuals work in the field of handicrafts and their knowledge for producing their product has been passed down to them from generation to generation.

DEPLOYMENT ACTIVITIES DURING THE PROJECT

In Slovenia the public, potential shareholders and multipliers were being informed about the project, its progress and results through different channels.

1. Information on the website of the partners
2. Articles on the internet news
3. Articles in magazines (Obrtnik, Večer and SGlasnik)
4. Written and oral communication within the partner networks
5. Distribution of flyers in libraries, entrepreneurship centres, other centres of crafts
6. National conference

DEPLOYMENT PLAN

In Slovenia the self-learning programme will be promoted to three target groups.

First target group are the end users of the programme, the handicraft producers, actual learners.

The second target group are organizations who are in tight connection with target group one, the handicraft producers. The organizations will be presented the programme and invited to promote it, so that as many handicraft producers as possible will be aware of its existence.

The third target group are organizations active in the field of life-long learning and preparation of various courses and trainings. They will be offered to use the learning materials in their courses on marketing.

The programme will be implemented in following areas:

1. Self-learning programme promoted by Chamber of Craft and Small Business of Slovenia
2. Elements included in the trainings of Higher Vocational College Slovenj Gradec
3. Promotion of the web-based self-learning programme by DUO Center Veržej, Entrepreneurship Slovenj Gradec, Polymer Technology College and others.
4. Flyers distributed in libraries, vocational schools, secondary schools, other potential spots for craftsmen

1. Self-learning programme promoted by Chamber of Craft and Small Business of Slovenia

The Chamber of Craft and Small Business of Slovenia is an institution with the broadest network of handicraft producers in Slovenia. It was a partner in the project and is dedicated to promote the project in the future as well. The handicraft producers will be informed about the self-learning programme on regular basis and provided with information about it.

2. Elements included in the trainings of Higher Vocational College Slovenj Gradec

Higher Vocational College Slovenj Gradec was contacted regarding the programme in the validation phase and they expressed an interest about the programme. They were already provided with the learning material, which will be used in their training courses.

3. Promotion of the web-based self-learning programme by DUO Center Veržej, Entrepreneurship Centre Slovenj Gradec, Polymer Technology College and others

The programme was presented to the mentioned institutions at the national conference and they expressed great interest in it. DUO Center Veržej invited partner KOVIVIS to have a presentation about the project and the self-learning programme in Veržej and will promote the programme to their visitors in the future. The Entrepreneurship Centre Slovenj Gradec welcomed the programme and will also promote it to their customers.

4. Flyers distributed in libraries, vocational schools, secondary schools, other potential spots for craftsmen

Flyers will be distributed in Slovenian libraries, vocational schools, secondary schools and other institutions. They serve as an entry point to the website, where the self-learning programme is available for the end users.

5 Part B – AUSTRIA

General situation in Austria

Generally it has to be said that the borderlines between crafts professions and similar professions of the art business are not always very clear and are judged in individual cases by an artists' commission. This has to be mentioned beforehand because the regulations concerning retirement pension insurance and health insurance are widely different and have to be defined before starting one's own business and registering a trade.

Generally there are certain attributes attached to the craft and 'arts and crafts' businesses in comparison to other divisions mentioned, such as

- Less investment and operating capital necessary
- Production of smaller quantity
- Search for individual solutions for the customer
- Expertise (strict guidelines in education)

'Crafts' business is under subject to a constant change of structure (some professions are still very successful, some have found their niches and some have almost disappeared over the years). However, out of various reasons strong efforts are set for keeping old traditions and professions alive, their future problems will most likely consist in the fields of marketing and education. Next to the improvement of economic skills, there is also an urgent need for more marketing skills.

Economic situation:

Not all of Austria's crafts companies are doing financially well. Only about 13% of the enterprises are economically successful in operating terms. To give an example that would be companies which finance 20% of the business property with their own capital resources and have more than 5% profit of the operating performance.

10% of the companies are close to do so, but further 30% have problems with making enough profit although having enough own capital resources. Another 10% make enough profit, but have a high leverage. 15% are neither in a good profit position nor do they have enough own resources and the rest of the companies are fighting a battle of existence.

65 ¾ of the enterprises capital is financed externally (mainly by banking institutions).

Over 40% of the smallest companies have no own capital funds.

Most operating profit margin is made in the sections 'information technology' and 'industry' followed by the section 'crafts'.

Looking at this development and numbers there is a clear need of improvement in different fields. Next to the improvement of economic skills, there is also an urgent need for more marketing skills.

DEPLOYMENT ACTIVITIES DURING THE PROJECT

In Austria the public, potential shareholders and multipliers were being informed about the project, its progress and results through different channels.

1. Information on the website of the partners
2. Written and oral communication within the partner networks
3. Presentation of posters on fairs
4. Distribution of flyers and postcards
5. National conference

DISSEMINATION PLAN

Zielgruppe

Als primäre Zielgruppe der Dissemination sind die Handwerker der definierten Gewerbe anzusprechen.

Als sekundäre Zielgruppe werden institutionelle Vertreter von Handwerkern festgelegt. Hinzu kommen Fachmedien für das Handwerk.

Als terziäre Zielgruppe werden Besucher des Campus Wieselburg festgelegt, die als Multiplikatoren fungieren.

Zielsetzung

- Zielfokus #1. Bekanntheit in Österreich aufbauen
Das Programm soll österreichischen Handwerker bekannt gemacht werden.
Inhaltliche
- Zielfokus #2. Handwerker der definierten Gewerbe informieren
- Zielfokus #3. Potentiell Interessierte über das Programm informieren

KOMMUNIKATIONS-MITTEL

Postkarte

Mittels dieses günstig zu produzierenden Kommunikations-Mittel soll eine breite Streuung in den Zielgruppen erreicht werden.

Plakat

Ein A2-Plakat fungiert bei Messen und an Info-Points zur Bildung von Aufmerksamkeit, dass es Weiterbildung für Handwerker in diesem Bereich gibt.

Handout

Ein A4-Informationsblatt beschreibt das Weiterbildungsprogramm für Handwerker in seinen Zielsetzungen und gibt einen Überblick über die curricularen Schwerpunkte.

PR-Artikel

Ein Pressebericht mit Foto informiert die Medienzielgruppen einerseits über das Projekt und andererseits über das Weiterbildungsprogramm selbst.

KOMMUNIKATIONS-PLAN

WO	WANN	WAS
Lange Nacht der Forschung - Campus Wieselburg	4/2014	Postkarten Plakat Handout
Tag der offenen Tür - Campus Wieselburg	4/2014	Postkarten Plakat Handout
TrendForum Wieselburg	4/2014	Postkarten Plakat Handout
Studien-Info-Tag	5/2014	Postkarten Plakat Handout
Studien-Info-Tag + Campusfest	6/2014	Postkarten Plakat Handout
Infopoint Campus Wieselburg	5/2014	Postkarten Plakat Handout
Homepage Campus Wieselburg	5/2014	Projekt-Beschreibung
Newsletter Campus Wieselburg	6/2014	PR-Bericht
Wirtschaftskammer	6/2014	PR-Bericht Postkarten Handout
Lebensmittelcluster NÖ	6/2014	PR-Bericht
Lebensmittelcluster OÖ	6/2014	PR-Bericht
Bundesinnungen	6/2014	PR-Bericht
Meisterstrasse Austria	6/2014	PR-Bericht
NÖN	6/2014	PR-Bericht
Fachmedien Handwerk	6/2014	PR-Bericht
Landwirtschaftsmesse Wieselburg	6/2014	Postkarten Plakat
Energiesparmesse Wieselburg	9/2014	Postkarten Plakat

6 Part C – CHECZ REPUBLIC

From the data of the Ministry of Labour and Social Affairs shows, the most of job vacancies is currently in the field of crafts, nearly 8 thousand, which was the highest number, from all areas of work.

The reason for the lack of workers in these fields is the fact, that many of the existing craftsmen are at retirement age and young people prefer to study high schools before specialized schools, although the salary is above than the national diameter, how can we read on the server www.vzdelavaniaprace.cz, where can we find the average of wages for individual professions.

Crafts have a future. At present, it is recorded the high demand for skilled workers, from the side of employers. On www.vzdelavaniaprace.cz, you can find out everything, what you should be able to make the profession. If the craftsmen have experiences and practice and they lack "only" certificate of such qualifications, they may have this certificate after qualifying exam. This certificate has the national validity and has the same weight as a diploma or a certificate of apprenticeship.

Nevertheless, crafts are supported.

Crafts are supported, for example, in the framework of "Support of crafts in vocational education." It includes the financial contributions for the approved list of subjects. As the support can be motivational scholarships for pupils of apprenticeships.

The development of crafts and apprenticeships also support companies and entrepreneurs themselves. The companies help to schools with delivering of materials and various things.

In Pilsen, there is the Endowment Fund for the promotion of crafts and services. The founder is an integrated secondary school of crafts and services in Pilsen. Crafts are also supported by the Chamber of Commerce. In addition to the already mentioned project "Craft lives" organizes various competitions, workshops and foreign excursions for students of professional schools.

Crafts and apprenticeship are supported by cities and regions or by professional associations of craftsmen and by the Chamber of Commerce.

There are many exhibitions for support of crafts, for example, the exhibition "Education and Craft" in České Budějovice and there are many projects for support of crafts, for example the project "Craft lives" or "Open up Skills".

However, craftsmen are often lack training in marketing and those who do will not be able to implement the necessary skills in their everyday entrepreneurial practice. Among craftsmen, the most successful and widely used method of marketing has been the „mouth propaganda“ that relies on satisfied customers recommending the craftsmen to their networks. Based on the information and assumptions of our respondents, many craftsmen don't have their own website and never had one and

don't even consider having one. The majority of them do not use new media for professional purposes. At the same time many craftsmen find it useless to enter this segment of new media in relation to their professional development and marketing of their products or services.

In the Czech Republic, the level of marketing skills and competences among craftsmen has been generally low. In the curricula of secondary vocational schools, marketing plays minor part. Neither the education provides, nor NGOs or chambers of commerce provide training in marketing skills and competences for active craftsmen or students of crafts. The need to improve the situation and to elaborate and implement marketing tools for craftsmen is high and has been acknowledged by stakeholders from all relevant fields including secondary professional training, chambers of commerce, national strategic institutions, etc.

DISSEMINATION ACITIVITIES DURING THE PROJECT

No	Date	Target group/Name of institution/position of the contact person	Way of dissemination (e.g. presentation, e-mail, phone calletc.)	Disseminated product(s)/What did you presented (flyer, general overview, products, train the trainer workshop)	Results, interesting feedback, comments, recommendations, etc.
1	8.10.2012	Representative of Ministry of Education /Adult training department	verbal presentation of the project	brief introduction of the project and its' aims	discussion about possible interest of adult training department in this innovative programme
2	21.3.2013	Secondary vocational school BEAN Prague /Department of re-training	personal presentation	introduction of the project	interest in further cooperation and possible introduction of the MicroCraft curricula within the re-training programmes
3	3.4.2013	Chamber of Commerce Prague	personal presentation	brief introduction of the project and its' aims	interest in further development and results of the project
4	1.5.2013	Individual meeting at National Educational Institute	1to1 consultation	Micromarkt products and flyers of the MicroCraft project	negotiation regarding shared dissemination /dissemination support from NUV
5	14.5.2013	HUB – Innovative Centre Prague	presentation of several innovative educational tools	MicroCraft flyer,	100 young freelancers have been informed about the project as multipliers
6	17.5.2013	Visit of a craft market Prague	verbal presentation of the project	flyers distributed	70 craftsmen were informed about the project and self-learn materials
7	24.5.2013	Fler.cz – e-shop with craft related products	presentation	flyers distributed	discussion about future cooperation and possible courses organized in cooperation between Fler and KTP
8	1.6.2013	National advisory forum	verbal presentation	flyers distributed	representatives of career counselling institutions were informed about the self-learn programme and asked to inform their clients

9	8.6..2013	Forum Industriale /Confederation of Industry of the Czech republic	verbal presentation	flyers distributed	presentation of the project to representatives of the Confederation, dissemination agreement
10	8.9..2013	Representatives of Chamber of Commerce Region Southern Moravia	presentation of the draft versions of the materials	flyers distributed	discussion about future cooperation and possible courses organized in cooperation between KTP and Chamber of Commerce Southern Moravia
11	23.10..2014	Presentation at the Centre of Education for All – Career Counselling Centre of Region Southern Moravia	verbal presentation, presentation of the draft versions of the modules	flyers distributed	discussion about recommending the programme to unemployed craftsmen-clients of CVV
12	30.10..2014	Representative of the National educational institute region Southern Moravia	verbal presentation, presentation of the draft versions of the modules	flyers distributed	discussion about further multiplication of the information about the course among vocational school and retraining centre directors
13	10.1.2014	Representative of the Ministry of Labor and Social Affairs	1 to 1 consultation	MicroCraft flyer, semifinal versions of the materials,	discussion about potential support in further deployment - multiplication
14	9.2.2014	Ministry of Education	presentation of the final products	website, modules, exercises	discussion about support in further deployment of results
15	20.2.2014	30 Librarians from the region Southern Moravia	presentation of the final products	website, modules, exercises	the programme will be promoted in the library in both printed and electronic version
16	27.3.2014	Representatives of Chamber of Commerce, craftsmen, vocational school teachers	Final conference MicroCraft	presentation of the website/products/exercises in practice, statements of pilot course participants	interest in further present courses, printed version of the marketing programme distributed

DEPLOYMENT PLAN

In the Czech Republic, the MicroCraft project will be implemented in following areas:

1. Self-learning course promoted by the Chamber of Commerce of the Southern Moravian Region, Association, 20 public libraries and other institutions.
2. Special marketing curriculum for talented craft students at the Secondary Vocational School Brno- Bosonohy
3. Elements included in the re-training programmes at the Secondary Vocational School Brno- Bosonohy
4. Learning materials for the training of apprentices at the Secondary Vocational School BEAN Prague.
5. Learning materials for both present and blended commercial courses (4 months - 32 hours) offered to the wide community of craftsmen

Both versions of the training programmes based on the programme developed within the MicroCraft project will be promoted and advertised by following institutions:

- Association of headmasters of vocational schools of Southern Moravia
- Chamber of Commerce Southern Moravia
- 20 pilot libraries focused on lifelong learning at the libraries (cooperation with

- the Biblioeduca project)
- Vocational schools Brno-Bosonohy and BEAN Prague
 - Educational organisation Eduhelp
 - Centre of Education for All
 - Labour office Brno – Information services office

1. Self-learning course promoted by the Chamber of Commerce of the Southern Moravian Region and 20 public libraries.

The Chamber of Commerce was interested in the results of the MicroCraft project from the very beginning. They participated in the country analysis phase, were involved in pilot testing sending one representative as volunteer to take part at the self-learning programme and were also keen to inform the expert public about the existence of the course. The Chamber disposes with their own offer of educational activities and at the same time they promote other useful courses provided by cooperation partners. The MicroCraft self-learning programme will be promoted via leaflets in the premises of the Chamber and within promotion events at educational fairs.

Special attention was given to the MicroCraft course by Southern Moravian libraries, who have participated at the educational programme Biblioeduca. 20 libraries interested in complex transformation into lifelong educational centers have been trained how to change the strategy and implement educational programmes of wide impact. The libraries are mainly located in the countryside, that's why they were interested in a marketing course for craftsmen, who outside of large cities have no possibilities to learn actual skills. The cooperation between MicroCraft and the libraries includes leaflets which will be available at the information desk of the libraries. The librarians also have been trained in „how to promote the MicroCraft course“ within the dissemination activities organized by KTP. In 18 out of 20 libraries, the MicroCraft website has been saved among the favorites, so that it can be easily found by the visitors.

In order to spread the knowledge about the MicroCraft programme among as many groups of craftsmen as possible, cooperation between KTP and the Centre of Education for All has been established. This centre is the first public career counseling centre in the Czech Republic offering free career advice and information services to all citizens who deal with any kind of career related challenges. All craftsmen who will get in touch with the Centre of Education for all will be provided a leaflet informing about the programme. In case of interest, they will be introduced to the self-learning programme or informed about the next present course. The staff of the Centre of Education for All has been trained to promote the MicroCraft self-learning course.

2. Special marketing curriculum for talented craft students at the Secondary Vocational School Brno- Bosonohy

At one particular vocational school of building crafts, a special programme for talented learners was introduced in January 2014. The talent programme includes special modules such as 2 foreign languages, service design, professional ethics and marketing. The marketing course will be based on the MicroCraft programme and taught by a trainer as a present course. The course duration will be limited to 15 hours, another 17 hours will be dedicated to homework, projects and field practice. The first marketing programme will begin in September 2014.

3. Elements included in the re-training programmes at the Secondary Vocational School Brno- Bosonohy

Within the re-training courses for all crafts offered within the adult training programme at the Vocational School Brno-Bosonohy will include marketing basics which will be based on the MicroCraft programme and re-designed into a blended learning course. The craftsmen who come to the secondary school to gain actual qualification or specialisation will have the opportunity to choose additional extension in form of the Micromarkt course. 4 hours divided into 2 sessions will be lead by a trainer, 28 hours will be dedicated to homework accompanied by the trainer available via email and skype. The first marketing programme will begin in November 2014.

4. Learning materials for the training of apprentices at the Secondary Vocational School BEAN Prague.

The MicroCraft programme will also be embedded into the curricula at the Secondary Vocational School BEAN in Prague. The implementation of MicroCraft was quite challenging, as BEAN belongs to the schools educating the most disadvantaged learners in the area of Prague. Number of students are foreigners with limited knowledge of the Czech language, many students belong to the frequent dropout group. For the purpose of the needs of this target group, the MicroCraft programme has been adapted and a simplified version has been adjusted together with the teachers of the secondary school. The MicroCraft marketing course will be offered as a voluntary subject for the students of third and fourth year.

5. Learning materials for both present and blended commercial courses (4 months - 32 hours) offered to the wide community of craftsmen

KTP, in cooperation with a group of independent marketing trainers will offer present courses for craftsmen from November 2014 onwards. These courses will be based on the MicroCraft programme and broadened by excursions and additional project activities building on the MicroCraft exercises. The courses will be divided into courses for craftsmen who create products and craftsmen providing services. Artistic

crafts will also be taught separately due to their special The courses will be promoted via KTP, cooperation partners and in the largest educational database of the Centre of Education for all.

The existence of the MicroCraft self learning programme with a direct link to the course is available on the websites of following partners:

- Chamber of Commerce Southern Moravia
- Secondary Vocational School Brno-Bosonohy
- Centre of Education for All